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**ON SEPTEMBER 25, SAVING FOR COLLEGE WILL LITERALLY BE  
A WALK IN THE PARK FOR THE KIDS OF INDIANAPOLIS**

*Indiana Education Savings Authority to Host First-of-its-Kind  
"Walk Into My Future" Pledge Walk to Promote Saving for College*

**Indianapolis, IN, August 19, 2009** – State Treasurer Richard Mourdock, Chairman of the Indiana Education Savings Authority (IESA), announced today that on September 25, 2009, the State will welcome fifth-grade students from the Indianapolis Public Schools (IPS) for the first-ever *Walk Into My Future* pledge walk. Thousands of students are expected to participate in this unique 5.29k (3.3mi) walkathon, which will help children save for college through pledges for their future higher education. All pledges received will be invested in tax-advantaged CollegeChoice 529 Direct Savings Plan (CollegeChoice 529) accounts opened specifically to foster savings for the students' higher education.

"We want people to realize that CollegeChoice 529 is a valuable resource for Hoosier families who want a bright future for their children, and subsequently for all of society," commented Richard Mourdock, Indiana State Treasurer. "*Walk Into My Future* will be a fun and exciting way to bring more kids and their families one step closer to college. We're looking forward to a great turnout for this landmark event."

Hosted by CollegeChoice 529, in partnership with IPS and Upromise Investments, program manager for CollegeChoice 529, *Walk Into My Future* will encourage children to collect pledges from family, friends, and neighbors to enhance their college savings. The event, which is open to all children and families saving for college, will be held at White River State Park in Indianapolis and will start at 10:00 a.m. on Friday, September 25, 2009. No pledges are required to participate, and all children who walk will be entered into a drawing for \$529.

"IPS is pleased to partner with CollegeChoice 529 to help our students begin thinking about and saving for college," explained Dr. Eugene G. White, superintendent of Indianapolis Public Schools. "Participating in an event like this is one more way we show our students what it means to take responsibility for their future."

"Our mission is to help all families save for their children's higher education, and this is one of the new, innovative strategies that we've developed to help them take action," said Mark Chapleau, President of Upromise Investments, Inc. "*Walk Into My Future* will encourage Indiana's children to take pride in their potential and take control of their future, and could serve as a national model for engaging children early."

Local support for *Walk Into My Future* comes from media partners WTHR NBC 13; WFMS 95.5, The Country Station; WRDZ Radio Disney 98.3 FM, and Indy Moms, as well as from Marsh Supermarkets.

The emcee for the event will be Channel 13's Angela Cain, who serves the station and the Indianapolis community as community affairs director.

The Walk's website, [www.walkintomyfuture.com](http://www.walkintomyfuture.com), explains this first-of-its-kind event, answers questions, and allows pre-registration, which is encouraged. Walk Participation Kits are also available at the site.

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**If you are not an Indiana taxpayer, consider before investing whether your or the beneficiary's home state offers any state tax or other benefits that are only available for investments in such state's qualified tuition program.**

CollegeChoice 529 Direct Savings Plan (Plan) is administered by the Indiana Education Savings Authority. Upromise Investments, Inc. (UII) serves as the program manager and Upromise Investment Advisors, LLC (UIA) provides investment advisory, recordkeeping, and administrative services to the Plan. Together, UII and UIA have overall responsibility for the day-to-day operations, including marketing and distribution of the Plan. Dodge & Cox; Frontegra Asset Management, Inc.; The Vanguard Group, Inc.; and Western Asset serve as investment managers for the Plan. The Plan's portfolios, although they invest in mutual funds, are not mutual funds. Units of the Plan's portfolios are municipal securities and the value of units will vary with market conditions. **For more information about the Plan, call 1.866.485.9415 or visit [www.collegechoicedirect.com](http://www.collegechoicedirect.com) to obtain a Disclosure Statement, which includes investment objectives, risks, charges, expenses, and other important information. Read and consider it carefully before investing. Upromise Investments, Inc., Distributor and Underwriter.**

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